

Message Text

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PAGE 01 MOSCOW 14050 110925Z

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ACTION CU-04

INFO OCT-01 EUR-25 ISO-00 INR-10 /040 W

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O R 110901Z NOV 73

FM AMEMBASSY MOSCOW

TO USIA WASHDC IMMEDIATE

INFO SECSTATE WASHDC 3771

UNCLAS MOSCOW 14050

PASS IBS, IEE

E.O. 11652: N/A

TAGS: SCUL, UR

SUBJ: VOA RUSSIAN PROGRAMMING

1. POST CONCURS CHANGES PROPOSED REFTEL AND SPECIFICALLY SUPPORTS CHANGE DISCUSSED PARA 3. HOWEVER, QUESTION ALSO RAISED HERE ABOUT POSSIBILITY BEAM PROGRAMMING, EITHER FRESH OR REPEAT, TO EASTERN AND WESTERN SIBERIAN AUDIENCE IN BEFORE-WORK HOURS, 0600-0900 IRKUTSK-NOVOSIBIRSK TIME ZONES.

2. POST FAVORS BROADER PROGRAM APPROACH SUGGESTED BY REFTEL, ESPECIALLY OPEN, FLEXIBLE FORMAT DESCRIBED FOR NIGHT OWL SHOW.

3. IN GENERAL, AS SUGGESTED PREVIOUS COMMUNICATIONS, POST FAVORS INCREASED USAGE POSITIVE MATERIAL WHICH DEPICTS HOW AMERICANS LIVE. SUCH MATERIAL OF HIGH INTEREST PRESENT AND POTENTIAL LISTENERS AND VERY RELEVANT SPECIFIC PROGRAM OBJECTIVES HERE. FOLLOWING IDEAS OFFERED AS SUGGESTIONS EITHER FOR SPECIFIC SHOWS OR FOR GENERAL PROGRAMMING APPROACH.

A. CROSS SECTION USA: BRIEF, ACROSS BOARD PROFILES INDIVIDUAL AMERICANS, ANYONE FROM SERVICE STATION ATTENDANT TO SENATOR.

B. AMERICAN ON THE MOVE: NEW DEVELOPMENTS IN US LIFE AND LIFESTYLES, SIMILAR IN CONTENT TO "MODERN LIFE" OR "LIFE AND LEISURE" SECTIONS "TIME" AND "NEWSWEEK."

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C. ACROSS THE US: MORE VIGNETTES OF AMERICAN LIFE FROM ACROSS COUNTRY BY ROAMING REPORTER, SIMILAR PAST RUSSIAN SERVICE EFFORTS THIS TYPE.

D. NEW PRODUCTS USA: LATEST ACHIEVEMENTS AMERICAN INDUSTRIAL TECHNOLOGY, EMPHASIS ON NEWEST PRODUCTS FOR USE AVERAGE CONSUMER. PERHAPS ADAPTED FROM ENGLISH LANGUAGE PROGRAM.

E. CAMPUS BEAT: REGULAR COVERAGE AMERICAN COLLEGE AND UNIVERSITY SCENE.

F. RADIO USA: FEATURES OF INTEREST FROM OR ABOUT PUBLIC AND COMMERCIAL RADIO. RECENT PROGRAM ON HARDIN AND WEAVER SHOW JUDGED VERY USEFUL HERE.
DUBS

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: RADIO BROADCASTING
Control Number: n/a
Copy: SINGLE
Draft Date: 11 NOV 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1973MOSCOW14050
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: MOSCOW
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1973/newtext/t19731141/aaaabduz.tel
Line Count: 76
Locator: TEXT ON-LINE
Office: ACTION CU
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: collinp0
Review Comment: n/a
Review Content Flags:
Review Date: 30 JAN 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <30-Jan-2002 by chappeld>; APPROVED <14 MAR 2002 by collinp0>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: VOA RUSSIAN PROGRAMMING
TAGS: SCUL, UR, VOA
To: USIA
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005